

I claim:

- 1) An digital publishing slot booking system comprising means for
  - a) Viewing available slots
  - b) Selecting a set of available slots using a plurality of criteria
    - (1) Price of slot
    - (2) Duration of contiguous slots
    - (3) Location of playback device
    - (4) Owner of playback device
    - (5) Capabilities of playback device
    - (6) start time or event and
    - (7) end time or event.
    - (8) Frequency of playback
    - (9) Date of playback
    - (10) Day of playback
  - c) Selecting a plurality of selected playback devices
  - d) Selecting a plurality of selected slots for each said selected playback device
  - e) Arranging for payment for said selected slots
  - f) Associating playback content with each said selected slot
  - g) Creating a report of the slots delivered to each said selected playback device
  - h) Creating a report of the slots played by each said selected playback device
  - i) Delivering said playback content to each said selected playback device
- 2) Playback device with means for receiving a plurality of playback data and a plurality of playback instructions, wherein said playback device has means for
  - a) interpreting said playback instructions,
  - b) rendering playback data
- 3) A playback device as in claim 2 wherein said means for rendering playback data is a means for displaying visual data
- 4) A playback device as in claim 2 wherein said means for rendering playback data is a means for producing audio

- 5) A playback device as in claim 2 wherein said means for rendering playback data is a means for producing radio frequency transmissions
- 6) A playback device as in claim 2 wherein said means for rendering playback data is a means for producing infra-red transmissions
- 7) A playback device as in claim 2 with means for receiving and displaying a TV signal
- 8) A playback device as in claim 2 with means for receiving and playing a radio signal
- 9) A playback device as in claim 2 with means for receiving and displaying a video signal
- 10) A playback device as in claim 2 with means for receiving sensor data
- 11) A playback device as in claim 3 further with means to position visual data on a screen using information from said playback instructions
- 12) A playback device as in claim 2 with means of a first rendering of playback data and a second rendering of playback data
- 13) A playback device as in claim 2 with means for controlling a second device attached to playback device.
- 14) A playback device as in claim 13 wherein said second device is a TV tuner.
- 15) A playback device as in claim 13 wherein said second device is a broadcast media player.
- 16) A playback device as in claim 13 wherein said second device is a telephony device
- 17) A playback device as in claim 13 wherein said second device is a recorded medium playback system (CD player, DVD)
- 18) A playback device with storage and means for delivery of data to a server computer, at a predetermined time, upon an event trigger, or periodically.
- 19) An electronic online publishing system comprising
  - a) A first client computer
  - b) A server computer
  - c) A second client computer
  - d) A database

- e) Means for creating a plurality of magazine records in said database
- f) Means for creating a plurality of magazine page records associated with a said magazine record in said database
- g) Means for creating a layout specification with a plurality of layout areas
- h) Upload means for accepting a plurality of playback data files from said second client computer
- i) Means for programming at least one said layout area of said plurality of layout areas comprising the steps of:
  - i) Selecting at least one selected playback data file from said plurality of playback data files
  - ii) Associating said at least one layout area with said selected content file
- j) Means for creating a scripted playback of said selected playback data file in said at least one layout area
- k) Means for storing playback data information in said database
- l) Means for specifying page layout
- m) Means for creating a slot in at least one layout area, wherein said slot has specifications for time, duration, and a plurality of attributes
- n) Means for associating playback data with said slot
- o) Means for creating a first language instruction set representing a page
- p) Means for embedding a second language instruction set for a playback device